

429 HISTORIC MABLETON – MIXED-USE DESIGN GUIDELINES

Mixed-Use, Commercial/Retail, Office, Institutional, Streetscape

DESIGN GUIDELINES INTENT AND GOALS:

Produce a high quality live/work/play environment for all Historic Mableton residents;

Encourage renewed investment in Historic Mableton that is compatible with the existing character and context;

Clarify and enhance the relationship between new development, public streets and open spaces;

Protect significant natural features such as mature vegetation, street trees, historic structures and open spaces;

Maintain appropriate overall scale and pattern of development within the study area;

Consolidate service areas to minimize impact on public streets and open spaces;

Utilize the results from the 2001 Visual Preference Survey as the aesthetic basis for the guidelines.

APPLICABILITY:

The Mableton mixed-use design guidelines are intended to assist architects, planners and developers to make more informed design decisions, based on community preference.

The guidelines are to be applied to all mixed-use and non-residential development within the study area as illustrated on the following page, and shall be applied to the review and approval of site plans and rezoning applications whenever residential uses are being considered.

Any developments that do not meet the design guideline standards, as determined by those in the site plan review process, may not receive building permits and/or rezoning approvals.

429.01 SITE DESIGN AND PARKING

429.01.01 SITE DESIGN

A. Preservation of the Natural Environment

- Natural features such as mature trees, rolling topography, streams and creek beds contribute to the local character and shall be preserved. Clear cutting of development sites shall be avoided, except as deemed appropriate by the Cobb County site plan review committee

B. Site Grading

- The use of extreme grading to force a commercial/office/mixed-use design onto a site is strongly discouraged and will lead to environmental concerns, including increased storm-water run-off.
- Retaining walls may be used to support slopes but shall not exceed 6 feet in height and shall be faced with earth-tone materials.
- Terracing shall be limited to 5 tiers with a minimum of 5 feet width between any two terraces.



The preservation of the natural environment is encouraged.



Terraced retaining walls not more than 6' in height reduce environmental impact

429.01.01 SITE DESIGN

C. Site Amenities

- Site amenities shall be used to promote an inviting image and encourage opportunities for social interaction. Any commercial/office/mixed-use development over 30,000 GSF shall contribute to the creation of these spaces by providing at least two of the following eight amenities:
 1. Public art;
 2. Water feature;
 3. Clock tower;
 4. Plaza area with seating provisions;
 5. Pocket parks, or squares
 6. Bike racks;
 7. Cobb County Transit (CCT) stop;
 8. Streetscape furniture (in accordance with the Streetscape Chapter).
- The above amenities shall be linked together via continuous pedestrian paths or walkways.



Various site amenities

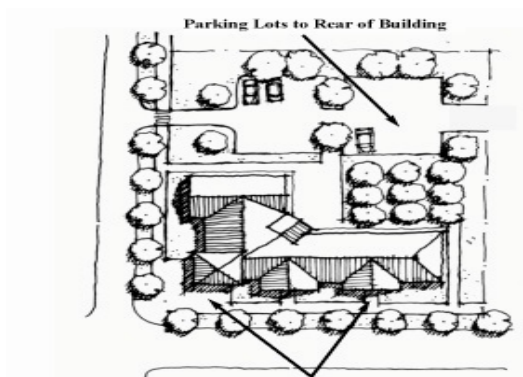
429.01.02 BUILDING LAYOUT AND ORIENTATION

A. Building Setbacks and Location

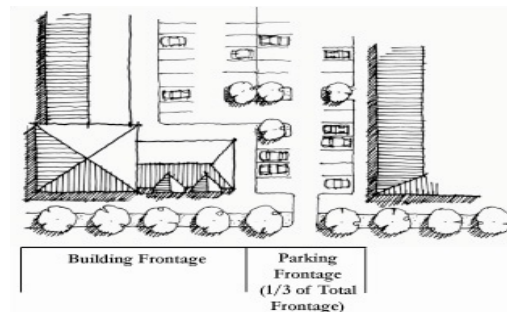
- New commercial/office/mixed-use developments shall create a street edge along primary roads such as Old Floyd Rd, Floyd Rd, Veterans Memorial, Clay Rd and Fontaine Rd. Buildings in new developments shall be located close to the street, with front setbacks of no more than 20' from the ROW (unless public space is located between the building façade and primary street).
- Buildings should be articulated so that the long side fronts the street. The maximum frontage of parking lot/driveway cuts must not exceed 1/3rd of the length of the frontage of the lot.
- Buildings on corner lots shall be located at the street intersection to frame the corner.



Buildings to face primary streets or public space.



Building edge maintained at corner lots.



Parking frontage not to exceed 1/3rd of the lot frontage

429.01.02 BUILDING LAYOUT AND ORIENTATION

A. Building Setbacks and Location (Continued)

- Parking areas and drive-thru functions shall not be located within a 100' radius of the following intersections:
 1. Floyd Rd./Veterans Memorial
 2. Floyd Rd./Clay Rd
 3. Floyd Rd./Fontaine Rd
 4. Old Floyd Rd/Fontaine Rd
 5. Old Floyd Rd/Clay Rd
- Developments located within a 100' radius of the above intersections shall include two or more of site amenities listed in 429.01.01 C. *visible* from the intersection.



Parking areas and drive through establishments shall not be permitted within 100' of major intersections.



429.01.02 BUILDING LAYOUT AND ORIENTATION

B. Building Setbacks and Location – Out Parcels

- The number, location and design of out-parcel lots within a development shall reinforce the identity and function of a commercial/office/mixed-use development.
- Out-parcel building pads shall be clustered together to define street edges. The dispersal of out-parcel building pads with wide gaps in between shall be strongly discouraged; however if unavoidable, the gaps in between out parcel building pads shall be filled with:
 - a) Landscaping,
 - b) Public seating or eating areas,
 - c) Public art or
 - d) Fountains.



Out-parcel building pads shall reinforce the identity of the development



Out-parcels shall be functionally integrated into the development

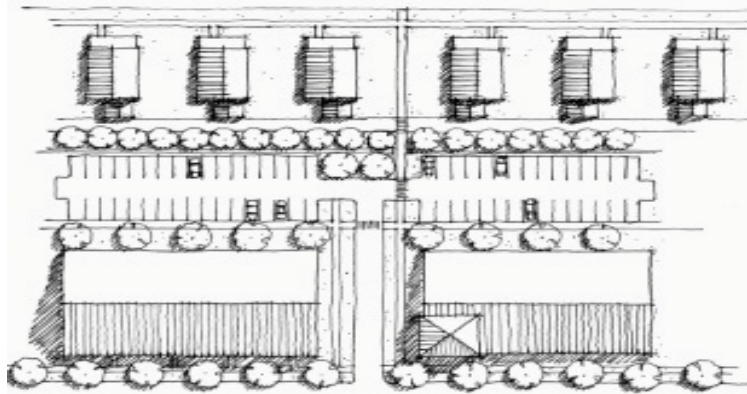
429.01.03 PARKING

A. Parking Amount

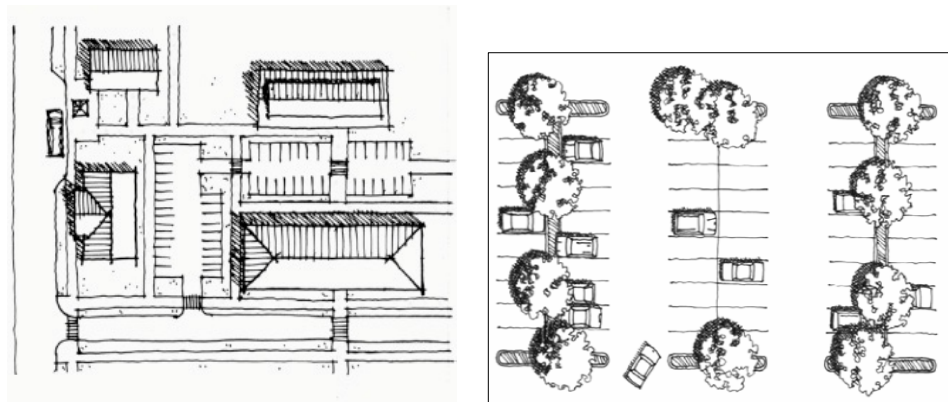
- Please refer to the 1996 Cobb County Code of Ordinances Sec. 134-272 - Traffic and Parking for off-street parking requirements based on zoning category.

B. Parking Location and Configuration

- No off-street parking shall be permitted in between the primary street and primary building façade. Parking lots shall be located behind, or to the side of buildings. Parking lots should be visually screened from the streets.
- Large surface parking lots shall be broken into smaller lots visually and functionally, containing no more than 100 spaces in any one lot.



Parking lots located behind the buildings

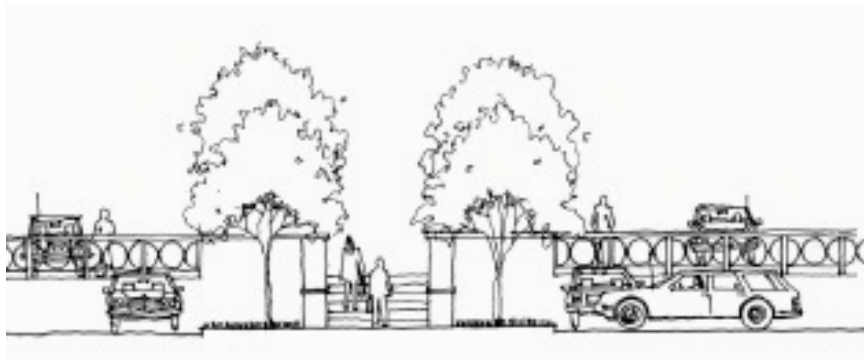


Adjacent parking lots connected with vehicular and pedestrian connectivity to provide easy access between adjacent properties

429.01.03 PARKING

B. Parking Location and Configuration (continued)

- Visual screens of parking lots are encouraged to minimize visual impact of parking lots from ROW.
- Parking aisles must be separated from one another by landscaping and/or walkways.
- Adjacent parking lots of various uses must be connected to provide easy access between them for vehicular circulation. This internal mobility will lessen the need for trips on the existing street network.
- Shared parking as permitted by the City/County is strongly encouraged between adjacent or mixed-uses.
- Through access shall be provided within and between parking lots.



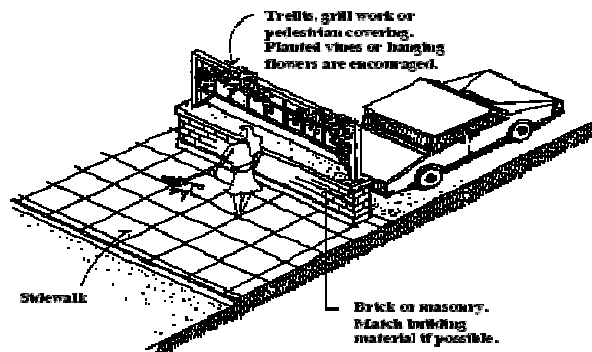
Visual screens of parking lots are encouraged



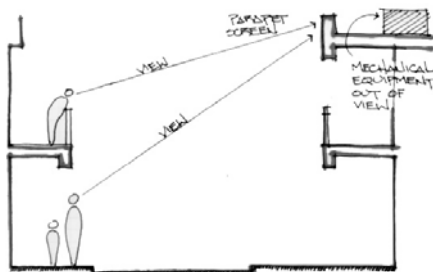
Shared parking between different developments is strongly encouraged.

A. Loading and Service

- Screening and landscaping shall prevent direct views of the loading areas and their driveways from adjacent residential properties or from the public right-of-way. Screening and landscaping shall also prevent spill-over glare, noise, or exhaust fumes. Screening and buffering shall be achieved through walls, fences, and landscaping, shall be a minimum of five feet tall, and shall be visually impervious. Recesses in the building, or depressed access ramps may also be used to screen loading and service.

**B. Mechanical Equipment**

- Mechanical equipment such as air-conditioners, dumpsters and tanks, must be screened by appropriate walls and fences and softened visually with landscape and plantings. Small surface mounted equipment such as valves, gas, electric and water meters can be screened efficiently by appropriate shrubs and landscape design.
- Locate all building-mounted non-street utility meters and HVAC equipment to the side or rear of the building (non street side). Screen all roof top equipment from public view.

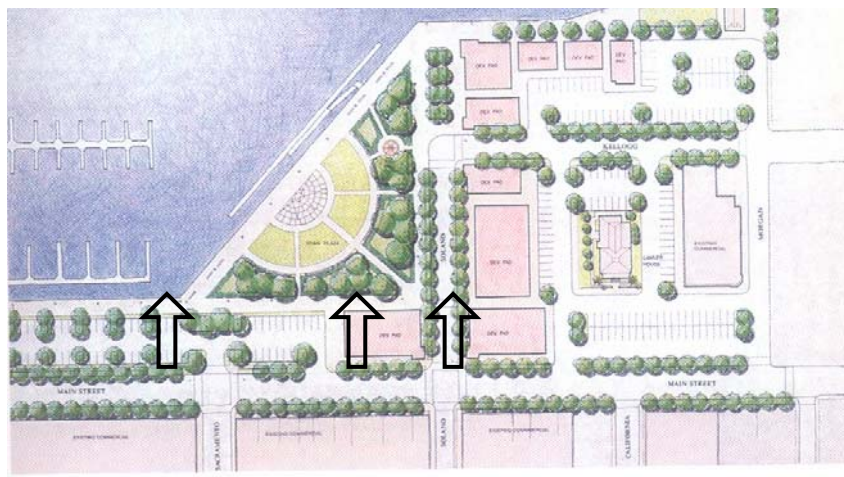


429.02 CIRCULATION NETWORK AND CONNECTIVITY

429.02.01 VEHICULAR ACCESS AND CIRCULATION

A. Primary Access – Commercial/Office/Mixed-Use Developments

- Primary access to commercial, office and mixed-use developments shall be provided by the existing primary street system. Consideration shall be made to locate large developments at the intersection of high capacity roads (Floyd Rd, Veterans, Clay Rd, Fontaine Rd) to provide both north south and east west access and minimize the effect on existing traffic patterns.



Primary entrances to new developments will be provided via
The existing primary road system.



Locate large developments at the intersection

429.02.01 VEHICULAR ACCESS AND CIRCULATION

A. Primary Access – Commercial/Office/Mixed-Use Developments (continued)

- A traffic impact study is recommended for large developments to ensure that the existing street network can accommodate anticipated volumes.

B. Primary Vehicular Entrances:

- The actual locations for primary vehicular entrance and exit points in commercial/office/mixed-use developments shall be subject to Cobb County approval, based on the following factors:
 1. The minimum number of entry points to provide vehicular entrance and egress in a safe and efficient manner;
 2. The desire to provide and align planned entrance points with existing or planned access points on the opposite side of the street;
 3. Separation requirements between development entrances and both existing major and minor intersections;
 4. The desire to provide shared access to adjacent commercial or mixed-use land parcels.

C. Minimizing Curb Cuts and Entryways:

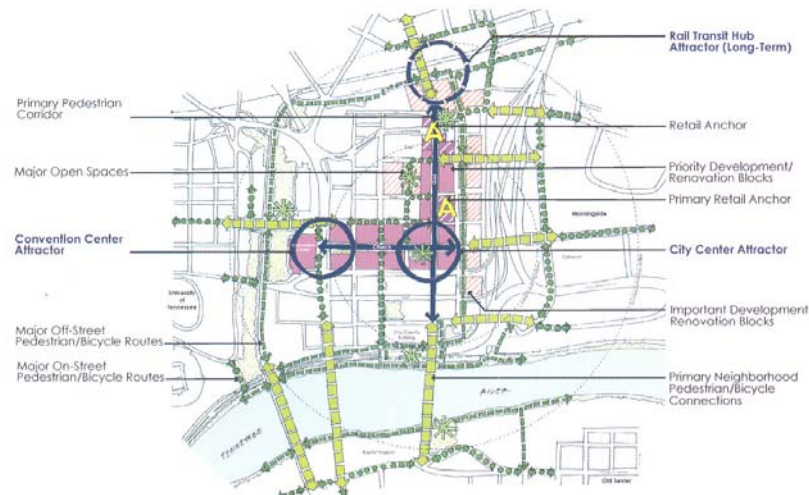
- To reduce the pedestrian-vehicular conflict points and to encourage efficient traffic flow, the number of entry and exit points to a commercial/mixed-use development shall be minimized.
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- Infill or redevelopment projects may be subject to changing or closing existing entrance/exit points to conform with C.1 above. In such case the following evaluation factors will be considered:
 1. The impact of entrance/exit closure on existing on-site and road circulation;
 2. The feasibility of closure;
 3. The extent to which the existing entrance/exit points contribute to an unsafe vehicular/pedestrian environment;

D. Internal Circulation

- Internal vehicular circulation shall be provided in a clear and direct manner from the point of site entry to the primary building (s), and from the primary building (s) to parking lots and out-parcels.
- The intersection of two major internal circulation systems shall intersect at a 90 degree angle and provide adequate site lines.

429.02.01 VEHICULAR ACCESS AND CIRCULATION

D. Internal Circulation



Plans show well connected points of entry, adequate site lines and 90 degree angle intersections



- Loading and service shall be provided separate from customer circulation and parking areas.
- Connections between adjacent commercial/mixed-use developments shall be provided to minimize the reliance to the existing street network to travel between developments.
- In addition, shared service access is encouraged between adjacent non-residential developments.

429.02.02 PEDESTRIAN ACCESS AND CIRCULATION

A. Internal Circulation

- On-site pedestrian walkways and paths shall be provided to and between:
 1. Major building entrances within the site;
 2. Buildings and parking lots and/or structures;
 3. Adjacent commercial/mixed-use developments;
 4. The existing public sidewalk system and the subject development;
 5. County facilities such as the South Cobb Regional Library, Mableton Cultural Center and the Amphitheater;
 6. Existing or proposed multi-use or bike paths and major on-site buildings;
 7. On site amenities and major buildings and parking.



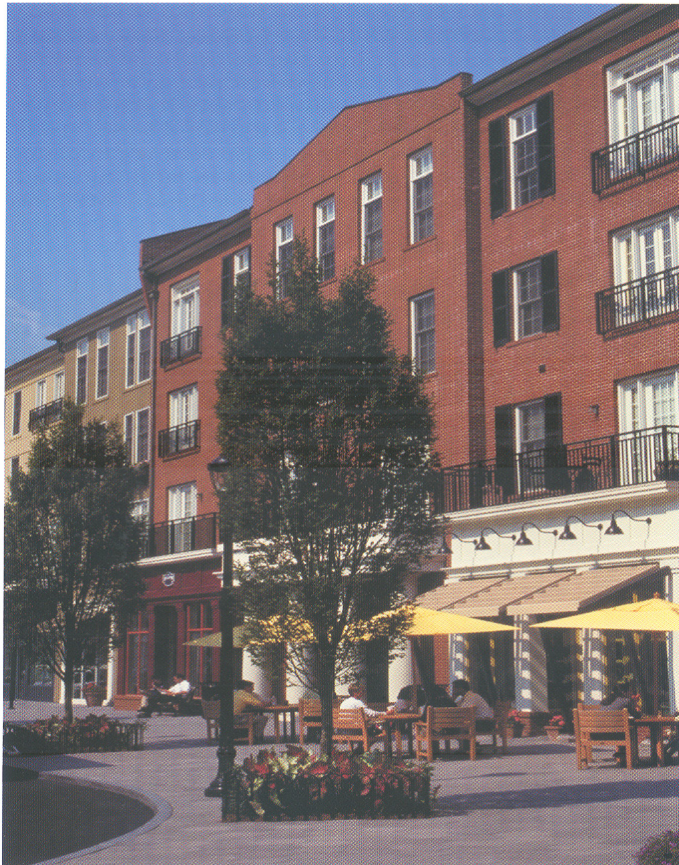
Pedestrian paths shall connect major site elements with minimal disruption



429.02.02 PEDESTRIAN ACCESS AND CIRCULATION

A. Internal Circulation (continued)

- The minimum on-site walkway width shall be 5 feet with a 10 foot minimum along primary building facades.
- Pedestrian circulation within commercial/office/mixed-use developments should be established with:
 1. Covered arcades, especially in areas of high pedestrian activity;
 2. Minimal interruption of pedestrian paths by vehicular circulation, parking lots and service areas.
 3. Windows should open onto walkways for a sense of security.
 4. Displays of interest should be in windows that are not view windows.
- The minimum on-site walkway width shall be 5 feet with a 10 foot minimum along primary building facades.



Minimum 10' wide walkways to be provided along building facades

429.03 ARCHITECTURAL FORM AND BUILDING DESIGN

429.03.01 BUILDING FORM

A. Height and Mass

- Please refer to the Cobb County Code of Ordinances, Article IV District Regulations – Section 134-191 for summary requirements for height and bulk for all commercial/office and mixed-use zoning districts.

B. Scale

- Infill and redevelopment projects within Mableton will be compatible in scale and compliment the proportions, massing and scale of adjacent and existing developments.



In-fill developments are to respond to existing scale and bulk

- If any portion of a non-residential or mixed-use building is located directly adjacent to a lower density (single family detached or townhome) development, the end unit shall step down in scale on the adjacent end.



Non-residential uses will respond in scale to adjacent residential uses.

429.03.01 BUILDING FORM

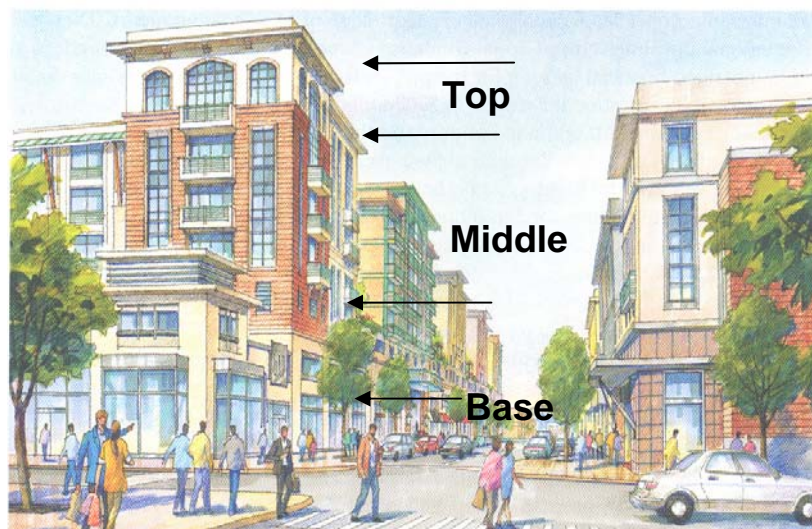
C. Façade Treatments

- Building façade shall have architectural interest and variety to avoid blank or unarticulated walls.
- All building walls exceeding 30 feet in length shall include at least one change in wall plane, such as a projection or recess.



Walls exceeding 30' in length shall include changes in the wall plan

- All building walls shall incorporate materials and design characteristics consistent with those on the front façade.
- For multi-story buildings, the façade shall clearly demonstrate a visible base, middle and top articulated by different materials, colors or patterns.



Multi-story buildings shall incorporate a base, middle and top

429.03 ARCHITECTURAL FORM AND BUILDING DESIGN

429.03.01 BUILDING FORM

C. Façade Treatments (continued)

- Within a single development the design of buildings shall be consistent in theme and design.
- All storefronts must have large proportions of glass at eye-level to add architectural interest and allow daylight to reach further into the stores.

429.03.02 BUILDING DETAILS

A. Architectural Scale Details

Pedestrian scale details shall be provided within commercial/mixed-use developments. Primary building facades shall include a minimum of four of the following details:

1. Distinctive roof forms;
2. Awnings (no longer than a single storefront);
3. Canopies or porticos;
4. Roof overhangs, recesses or projections;
5. Articulated entrances;
6. Raised parapets over doors;
7. Arches;
8. Outdoor eating areas;
9. Storefront windows;
10. Arcades;
11. Balconies;
12. Towers



Building details such as arcades, entrance articulations, overhangs and towers are encouraged.

B. Exterior Materials and Colors

- Acceptable exterior materials for commercial/office/mixed-use buildings include brick, stone, concrete, stucco, exterior insulated finish system (EIFS) and glass. Acceptable roof materials include concrete, slate, roofing tile and asphalt.
- The building's exterior color scheme shall utilize primarily muted, neutral, or earth tone type colors. The primary use of bright, intense, or extreme colors shall not be permitted in Historic Mableton. Overall, the colors shall correspond to those colors found within the existing Historic Mableton study limits.



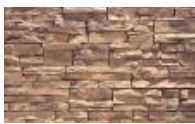
Brick



Concrete



EIFS



Stacked Stone



Stucco



Stone

429.04.01 STREETScape ENVIRONMENT

A. Landscape

- Landscaping shall be used to visually tie together the entire development.



Native and ornamental vegetation is encouraged within private developments

429.04.01 STREETSCAPE ENVIRONMENT

A. Landscape (continued)

- Maximize landscaping in both the public right-of-way and private parcels.
- Provide street tree planting at 20' – 30' on-center spacing within the landscape buffer (between the sidewalk and street edge).
- Use a variety of native trees and ornamental shrubs on private property, adjacent to streets. Avoid exotic and invasive plantings.
- Low, continuous landscape shrubs are encouraged to screen parking areas.



Landscaping and common vegetation ties together different size and style buildings and screen parking areas.

B. Streetscape Elements and Materials

- Pedestrian scale period lighting is encouraged and should tie into the recently adopted South Cobb Regional Library lighting standard (see graphic B.1), or acceptable alternative

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The “Washington” light post, manufactured by Shakespeare with an “Acorn” fixture, manufactured by Cooper, shall be the standard street lighting fixtures throughout the study area

429.04.01 STREETSCAPE ENVIRONMENT

B. Streetscape Elements and Materials (continued)

- Accent sidewalk pavers are encouraged to provide texture and scale to the pedestrian environment and shall reference the street pavers used around the South Cobb Regional Library (see graphic B.2), or acceptable alternative.



Peachtree
Avenue



Double
Basketweave

The “Peachtree Avenue beveled” style pavers, manufactured by Boral Pavers (or comparable) shall be used, in a double basket weave pattern.

- New residential developments shall use the library standard streetscape benches and trash receptacles (see graphic B.3), or acceptable alternative. Additional streetscape elements such as tree grates, fences and railings shall also be compatible with the library standards.



The “Sienna Bench” assembled with a powder-coated cast aluminum frame and A+ grade recycled plastic lumber slats is to be used as the standard streetscape bench in the study area.



The Stadium Series SMB receptacles are to be used as the standard trash receptacle in the study area.

429.04.01 STREETSCAPE ENVIRONMENT

C. Signage

- On all street frontages, signage material shall be integrated into the overall design of the building.
- Signs shall be located to complement the architectural features of a building such as above the building entrance, storefront opening, or other similar feature.
- Maximum size for wall mounted signs shall not exceed 25 square feet.
- The following provisions shall be met for projecting , non-wall mounted signs:
 1. The sign board shall not exceed an area of 25 square feet.
 2. The distance from the ground to the lower edge of the signboard shall be no less than ten feet
 3. The height of the top edge of the signboard shall not exceed the height of the wall from which the sign projects, if attached to a single story building, or the height of the sill or bottom of any second story window, if attached to a multi-story building.
 4. Limited to one sign per business and shall not be permitted in addition to an awning sign.

